



EMPLOYER CASE STUDY



NAME OF THE EMPLOYER:

Flow Creative

T LEVEL ROUTE THIS EMPLOYER RELATES TO/ SECTOR OF ACTIVITY:

Animation and Motion Design.

WHY ARE YOU RECOMMENDING THIS PARTICULAR EMPLOYER?

As a multi-award winning creative studio based in Manchester, Flow Creative have been perfectly placed to show our students what a career in motion design and animation can involve and let them experience the industry in a supportive and exciting way.

The Manchester College formed the partnership with Flow Creative after working with them throughout 2017 to provide work placements. In 2019 this became more formal, with Flow visiting the students in class and advising on assignments, as well as offering placements to a larger number of students.

This collaboration achieves good outcomes for our students, providing the professional skills and industry insight that will allow them to become the future creative workforce in Greater Manchester. This, in turn, will bridge the skills gap with local talent and allow The Manchester College students to achieve their potential.

Students that complete placements with Flow experience a renewed sense of ambition and go on to achieve some of the highest grades. Students placed with Flow last year gained a merit or distinction on the course, equivalent to ABB or A*A*A* at A Level. These students have now moved on to university much more prepared for employment than they would otherwise have been.

Flow Creative have become an important means of access for our students, without which a creative career can seem an impossible dream. Our students, on their own, do not have connections in industry, no 'leg up' and no network that gets them 'an in' to creative careers. Through our partnership with Flow, students have access to the networking opportunities that enable them to form the relationships that will be key to unlocking a career in this vibrant sector.

Throughout the relationship Flow have invested in our students and staff, being exceptionally generous with their time. They are always on hand for staff to ask questions as well as to arrange for student placements and provide professional guidance.

TESTIMONIALS

"We have found the partnership has really benefited the team, helping them to develop their skills by mentoring and advising the students on placement. We have also had the opportunity to build presentation skills by delivering talks in the classroom. Our partnership with the College was shortlisted for an Educate North award, which has been a positive story for us to share."

Karl Doran, Creative Director, Flow Creative

"On my placement at Flow I learned what it was like to work in a studio environment, This was important to me as I got a professional point of view of projects."

Jordan, Motion Design and Animation student.